

Coutts

Key Figures I

Adoptionrate (in general & mobile)

57% of Coutts' regular clients adopted to the Online Banking platform. (Average from other banks 40%)

20% of Coutts' regular clients adopted to the Mobile Banking

Active Users

81% From the users were active in their Online Banking during the last 3months

54 bn £
transaction
volume

The Online Banking volume totals approximately 52 Billion Pounds.

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Key Figures II



2014
Private Banker
International (PBI)
Award

Coutts has been awarded in the category «Most Innovative Digital Offering» as the winner

Logins

4.1 Mio. Coutts listed 4.1 Mio. Online Banking Logins in the last 12 months.

Per 4 Logins only 1 call



0.8 Transaction per Login



Almost every Login leads to a transaction or an account transfer

40% reduction in manual processing

